

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Steve Sampson

DATE: September 6, 1995

FROM: Jose Fontanez

SUBJECT: BUDGETS

As requested, listed below is the recommended 1996 budget totals, from whom they are requested and areas of Community Event Marketing Programs they cover.

Community Event Marketing: \$8,303,000

- Budget request made to Jim Morgan
- Budget is disseminated to cover:
 - Consumer incentives
 - Promotional materials
 - On-site pack sale incentives
 - Agency artwork
 - Non-agency artwork
 - Community event sponsorship fees
 - Professional services (Promoters)
 - Photography
 - Purchased services
 - Event tent/kiosk (all events)
 - Event execution agency (all events)
 - General market advertising (major events/concerts)
 - Concert stage production (state fairs/free-standing dates)
 - Artist fees and expenses (state fairs/free-standing dates)
 - Public relation expenses

Hispanic/Military Concerts: \$3,300,000

- Budget request made to Norma Suter
- Budget is disseminated to cover:
 - Artist fees
 - Production costs
 - Promotional materials
 - Posters/flyers/banners
 - Installation ROP advertising
 - BMI/ASCAP/Insurance
 - Public relation expenses

2041892483

Marlboro Racing Concerts: \$2,595,000

- Budget request made to Steve Piskor
- Budget is disseminated to cover:
 - Artist fees
 - Production cost
 - Promotional materials
 - ROP advertising
 - BMI/ASCAP/Insurance
 - Racing Promoter Sponsorship Fee
 - Public relation expenses

Marlboro Country Nights Dance Showdown Program: \$1,200,000

- Budget request made to Steve Piskor
- Budget is disseminated to cover:
 - Consumer incentives
 - Promotional materials
 - Prize monies
 - Host celebrities/special guest
 - Promoter fees/staff/expenses
 - Contestant travel/expenses
 - Consultant fees
 - Agency artwork
 - Event administration expenses
 - Public relation fees/expenses

Should you have any questions or require additional information, please let me know.

2041892484